

An image-capturing EV is obtained when a shutter button is half pressed, and whether to flash an electronic flash for a subject of low luminance is determined according to the image-capturing EV. If it is determined that the electronic flash should be flashed for the subject of low luminance, a white balance is adjusted according to an electronic flash light. If it is determined that the electronic flash should not be flashed for the subject of low luminance, color information relating to a plurality of areas divided from an entire image plane is acquired, and the number of areas belonging to a shade determination frame, which indicates a color distribution range corresponding to the shade, is found according to the acquired color information. Then, whether a type of the light source is the shade or the daylight is determined according to the obtained image-capturing EV and the number of areas belonging to the shade determination frame. The white balance is adjusted according to the determined type of the light source.